

LABOR DAY TODAY AND BEYOND

The California Employment Development Department is observing Labor Day this year with its “Today and Beyond” educational campaign, which focuses on jobs in demand today, as well as jobs that are expected to be in demand in the years ahead. Along with each regional breakdown of jobs in demand, we have included median wage information, education requirements, common skills employers look for, and a *Toolbox for Job Seekers* that helps to make job searches a little easier.

| Region | Counties with Corresponding Metropolitan Statistical Areas (MSA) ¹ or Metropolitan Divisions (MD) ² |
|----------------------|--|
| Bakersfield | Kern County (Bakersfield MSA) |
| Bay Area | Alameda and Contra Costa Counties (Oakland-Fremont-Hayward MD); Marin, San Francisco, and San Mateo Counties (San Francisco-San Mateo-Redwood City MD); Napa County (Napa MSA); San Benito and Santa Clara Counties (San Jose-Sunnyvale-Santa Clara MSA); Solano County (Vallejo-Fairfield MSA); and Sonoma County (Santa Rosa-Petaluma MSA) |
| Central Coast | Monterey County (Salinas MSA) and Santa Cruz County (Santa Cruz-Watsonville MSA) |
| Chico | Butte County (Chico MSA) |
| Fresno | Fresno County (Fresno MSA), Kings County (Hanford-Corcoran MSA), Madera County (Madera-Chowchilla MSA), Merced County (Merced MSA), and Tulare County (Visalia-Porterville MSA) |
| Inland Empire | Riverside and San Bernardino Counties (Riverside-San Bernardino-Ontario MSA) |
| Los Angeles | Los Angeles County (Los Angeles-Long Beach-Glendale MD), Orange County (Santa Ana-Anaheim-Irvine MD), and Ventura County (Oxnard-Thousand Oaks-Ventura MSA) |
| North Coast | Del Norte, Humboldt, and Mendocino Counties |
| Redding | Shasta County (Redding MSA) |
| Sacramento | El Dorado, Placer, Sacramento, and Yolo Counties (Sacramento-Arden Arcade-Roseville MSA); San Joaquin County (Stockton MSA); Stanislaus County (Modesto MSA); and Sutter and Yuba Counties (Yuba City MSA) |
| San Diego | Imperial County (El Centro MSA) and San Diego County (San Diego-Carlsbad-San Marcos (MSA) |
| South Coast | San Luis Obispo County (San Luis Obispo-Paso Robles MSA) and Santa Barbara County (Santa Barbara-Santa Maria-Goleta MSA) |

¹ **Metropolitan Statistical Area (MSA)** - These areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

² **Metropolitan Division (MD)** - If the specified criteria are met, a Metropolitan Statistical Area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties.

Jobs in the Bay Area Region – Today and Beyond

Even in this challenging economy, advertised job ads are on the rise in many areas. The following table highlights examples of occupations with the largest number of job ads in the Bay Area Region (Alameda, Contra Costa, San Francisco, San Mateo, Marin, Santa Clara, San Benito, Napa, Solano, and Sonoma Counties) as compared to the same 120-day period from the previous year.¹ The online job ads were extracted from The Conference Board Help Wanted OnLine™ (HWOL) data series, which compiles, analyzes, and categorizes job ads from numerous online job boards,² including CalJOBSSM (www.caljobs.ca.gov), California's Internet job listing system.

San Francisco, San Mateo, and Marin Counties saw an 18.1 percent increase in job ads as compared to the same 120-day period from the previous year. By comparison, California's year-over increase for all occupations was 9.2 percent. The smallest year-over increase in job ads for this region was seen in Napa County at 6.3 percent, with bright spots – as measured by the highest number of current job ads – in marketing managers, registered nurses, and food preparation supervisors. The following table arrays in-demand occupations alphabetically within three educational levels and highlights noteworthy totals.

TODAY – Jobs in Demand

| Occupation | Alameda-Contra Costa Counties | | San Francisco-San Mateo-Marin Counties | | Santa Clara-San Benito Counties | |
|---|-------------------------------|-----------------------------|--|-----------------------------|---------------------------------|-----------------------------|
| | Job Ads ¹ | Percent Change ³ | Job Ads ¹ | Percent Change ³ | Job Ads ¹ | Percent Change ³ |
| Total, All Occupations | 77,672 | 8.5 | 209,465 | 18.1 | 110,033 | 13.9 |
| Requires a Bachelor's Degree or Higher | | | | | | |
| Computer Systems Analysts | 2,077 | 2.4 | 4,118 | 18.9 | 3,028 | 3.3 |
| Marketing Managers | 1,398 | 8.8 | 7,646 | 9.4 | 5,140 | 22.6 |
| Software Developers, Applications | 2,194 | 16.8 | 13,081 | 28.4 | 12,927 | 18.5 |
| Web Developers | 1,994 | 7.8 | 8,386 | 2.0 | 5,190 | 13.9 |
| Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree | | | | | | |
| Computer Support Specialists | 1,059 | 1.5 | 3,007 | 20.8 | 1,615 | 12.3 |
| Paralegals and Legal Assistants | 150 | 19.0 | 885 | 40.3 | 365 | 60.8 |
| Registered Nurses | 1,956 | -9.4 | 3,008 | 8.6 | 1,754 | 14.0 |
| Supervisors of Production and Operating Workers | 576 | 3.8 | 680 | 27.3 | 391 | -4.4 |
| Requires a High School Diploma or Equivalent or Less | | | | | | |
| Customer Service Representatives | 1,273 | 21.2 | 2,383 | 13.6 | 904 | 7.2 |
| Executive Secretaries and Executive Administrative Assistants | 1,934 | 11.6 | 5,010 | 12.4 | 1,527 | 6.9 |
| Food Preparation Supervisors | 1,124 | 79.0 | 3,223 | 26.3 | 875 | 15.6 |
| Retail Salespersons | 1,780 | 53.8 | 3,813 | 29.9 | 1,482 | 20.4 |

Source: The Conference Board Help Wanted OnLine™ (HWOL) data series.

¹ The Conference Board Help Wanted OnLine™ (HWOL) data series for Alameda, Contra Costa, San Francisco, San Mateo, Marin, Santa Clara, San Benito, Napa, Solano, and Sonoma Counties; 120-day period ending July 20, 2012.

² Jobs filled primarily through union halls are typically not advertised, so job openings for many of the trade occupations are not reflected.

³ As compared to the same 120-day period from the previous year.

TODAY – Jobs in Demand (continued)

| Occupation | Napa County | | Solano County | | Sonoma County | |
|---|----------------------|-----------------------------|----------------------|-----------------------------|----------------------|-----------------------------|
| | Job Ads ⁴ | Percent Change ⁵ | Job Ads ⁴ | Percent Change ⁵ | Job Ads ⁴ | Percent Change ⁵ |
| Total, All Occupations | 4,049 | 6.3 | 6,807 | 11.5 | 12,282 | 12.6 |
| Requires a Bachelor's Degree or Higher | | | | | | |
| Computer Systems Analysts | 23 | -11.5 | 56 | -12.5 | 68 | 3.0 |
| Marketing Managers | 41 | -6.8 | 44 | -4.3 | 103 | -29.9 |
| Software Developers, Applications | 13 | 44.4 | 41 | 127.8 | 99 | 11.2 |
| Web Developers | 22 | -40.5 | 52 | -16.1 | 96 | -22.0 |
| Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree | | | | | | |
| Computer Support Specialists | 30 | 50.0 | 59 | 13.5 | 119 | -9.8 |
| Paralegals and Legal Assistants | 2 | -33.3 | 11 | 37.5 | 6 | -40.0 |
| Registered Nurses | 131 | -4.4 | 316 | -33.2 | 449 | 2.0 |
| Supervisors of Production and Operating Workers | 86 | 41.0 | 104 | 38.7 | 129 | 15.2 |
| Requires a High School Diploma or Equivalent or Less | | | | | | |
| Customer Service Representatives | 102 | 9.7 | 105 | 11.7 | 301 | 48.3 |
| Executive Secretaries and Executive Administrative Assistants | 99 | 1.0 | 91 | 15.2 | 205 | n/a |
| Food Preparation Supervisors | 138 | 5.3 | 175 | 59.1 | 252 | 17.2 |
| Retail Salespersons | 137 | 18.1 | 266 | 23.7 | 443 | 41.1 |

Source: The Conference Board Help Wanted OnLine™ (HWOL) data series.

⁴ The Conference Board Help Wanted OnLine™ (HWOL) data series for Alameda, Contra Costa, San Francisco, San Mateo, Marin, Santa Clara, San Benito, Napa, Solano, and Sonoma Counties; 120-day period ending July 20, 2012.

⁵ As compared to the same 120-day period from the previous year.

The following table arrays the previously identified occupations by education level and statewide total job openings (2011-2013) projected to be in demand in the future. The table also includes the median annual wage for each occupation on a regionalized basis, with the highest median annual wage highlighted within each education level.

BEYOND – Projected Statewide Demand with Local Wages

| Occupation | California | Alameda- Contra Costa Counties | San Francisco- San Mateo- Marin Counties | Santa Clara- San Benito Counties |
|---|---|--------------------------------------|--|--|
| | Total Job Openings ⁶ (2011-2013) | Median Annual Wage ⁷ | Median Annual Wage ⁷ | Median Annual Wage ⁷ |
| Total, All Occupations | 1,188,900 | \$46,353 | \$50,160 | \$54,094 |
| Requires a Bachelor's Degree or Higher | | | | |
| Software Developers, Applications | 8,700 | \$102,242 | \$109,488 | \$118,854 |
| Computer Systems Analysts | 4,700 | \$94,495 | \$97,718 | \$98,262 |
| Web Developers ⁸ | 3,800 | \$88,274 | \$101,741 | \$113,052 |
| Marketing Managers | 3,400 | \$131,009 | \$160,604 | \$158,338 |
| Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree | | | | |
| Registered Nurses | 17,500 | \$110,016 | \$112,801 | \$125,631 |
| Computer Support Specialists | 6,800 | \$63,170 | \$68,244 | \$69,632 |
| Paralegals and Legal Assistants | 1,700 | \$62,587 | \$69,887 | \$68,215 |
| Supervisors of Production and Operating Workers | 1,700 | \$64,302 | \$62,758 | \$65,024 |
| Requires a High School Diploma or Equivalent or Less | | | | |
| Retail Salespersons | 48,900 | \$23,901 | \$24,089 | \$21,694 |
| Customer Service Representatives | 17,300 | \$39,323 | \$41,905 | \$46,101 |
| Executive Secretaries and Executive Administrative Assistants | 7,200 | \$54,191 | \$60,762 | \$62,306 |
| Food Preparation Supervisors | 7,100 | \$28,900 | \$35,482 | \$19,736 |

Source: California Employment Development Department, Projections of Employment 2011-2013; Occupational Employment Statistics Survey, 2012 1st Quarter.

⁶ Total openings reflect the sum of new jobs and jobs vacated statewide. Local data are not available.

⁷ The median is the point at which half of the workers earn more and half earn less. Wages do not reflect self-employment.

⁸ 2011-2013 employment projections and 2012-1st quarter wages for this occupation also include Information Security Analysts and Computer Network Architects.

BEYOND – Projected Statewide Demand with Local Wages (continued)

| Occupation | California | Napa County | Solano County | Sonoma County |
|---|---|----------------------------------|----------------------------------|----------------------------------|
| | Total Job Openings ⁹ (2011-2013) | Median Annual Wage ¹⁰ | Median Annual Wage ¹⁰ | Median Annual Wage ¹⁰ |
| Total, All Occupations | 1,188,900 | \$37,360 | \$38,775 | \$39,214 |
| Requires a Bachelor's Degree or Higher | | | | |
| Software Developers, Applications | 8,700 | \$90,320 | \$92,323 | \$99,944 |
| Computer Systems Analysts | 4,700 | \$79,367 | \$79,361 | \$66,827 |
| Web Developers ¹¹ | 3,800 | \$71,600 | \$70,297 | \$73,330 |
| Marketing Managers | 3,400 | \$129,766 | \$97,853 | \$131,171 |
| Requires Some College, Postsecondary Non-Degree Award, or Associate's Degree | | | | |
| Registered Nurses | 17,500 | \$98,756 | \$121,435 | \$88,822 |
| Computer Support Specialists | 6,800 | \$52,737 | \$58,182 | \$55,024 |
| Paralegals and Legal Assistants | 1,700 | \$66,688 | \$56,061 | \$52,103 |
| Supervisors of Production and Operating Workers | 1,700 | \$69,327 | \$66,425 | \$58,003 |
| Requires a High School Diploma or Equivalent or Less | | | | |
| Retail Salespersons | 48,900 | \$24,845 | \$20,283 | \$23,625 |
| Customer Service Representatives | 17,300 | \$38,355 | \$37,410 | \$37,790 |
| Executive Secretaries and Executive Administrative Assistants | 7,200 | \$47,411 | \$44,972 | \$48,335 |
| Food Preparation Supervisors | 7,100 | \$42,266 | \$30,609 | \$30,353 |

Source: California Employment Development Department, Projections of Employment 2011-2013; Occupational Employment Statistics Survey, 2012 1st Quarter.

Common Skills and Work Activities¹²

Even with a variety of occupations and education requirements, the foundation skills needed by in-demand occupations are often the same. These include critical thinking, listening, monitoring, reading comprehension, and speaking. In addition to common skills, there are also many shared work activities among these occupations. These include the following:

- Organizing, Planning, and Prioritizing Work - Developing specific goals and plans to prioritize, organize, and accomplish the work.
- Getting Information - Observing, receiving, and obtaining information from all relevant sources.
- Communicating with Supervisors, Peers, and Subordinates - Providing information to supervisors, coworkers, and subordinates by telephone, in written form, e-mail, or in person.
- Updating and Using Relevant Knowledge - Keeping up-to-date technically and applying new knowledge to the job.

⁹ Total openings reflect the sum of new jobs and jobs vacated statewide. Local data are not available.

¹⁰ The median is the point at which half of the workers earn more and half earn less. Wages do not reflect self-employment.

¹¹ 2011-2013 employment projections and 2012-1st quarter wages for this occupation also include Information Security Analysts and Computer Network Architects.

¹² U.S. Department of Labor's [Occupational Information Network \(O*NET\)](http://www.onetonline.org) at www.onetonline.org.

- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Interacting with Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- Identifying Objects, Actions, and Events - Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.

Jobs Coming Up, Jobs Coming Back

A few new occupations are appearing on California's horizon to meet the changing needs of businesses. Other jobs, once extinct or in decline, are making a comeback, sometimes with a modern twist.

Scrum Master

Out of the computer software industry comes the *scrum master*. "Scrum" is a growing method of project management borrowing its name from rugby, where the coach teaches team members to be flexible, self-directed, and work on the fly in order to reach the goal. Scrum masters not only coach but also serve as buffers to run interference between the production team and any distracting influence. It is time and project management – with cleats. California saw more than 3,000 advertised job ads for scrum masters during the past year.¹³ A bachelor's degree is usually required, as well as considerable experience with project management. Short-term training for scrum masters is available in California and online.

Gold Miner

One of the most prominent blue-collar figures in California's labor history, the gold miner has re-emerged on the job market due to a significant rise in gold prices. However, unlike their Forty-Niner brethren, these modern miners eschew the individualized pickaxe and panning method and instead work on large-scale mining operations as blasters, equipment operators, safety forepersons, or extractors in processing facilities. Those interested in gold mining and willing to go to school can study geology in order to become specialists in identifying potential mines and pinpointing useful deposits.

Customer Service Representative

Just as gold miners are re-emerging on the California scene, customer service representatives are making a return appearance as well. Because of higher costs and quality issues in foreign lands, companies are beginning to move their call centers back to California and the U.S. It is not only the customer service representative occupation that will benefit from call centers returning to the U.S.—companies will also need to hire managers, information technology (IT) staff, and others. Customer service representative jobs are often entry-level positions with on-the-job training. Those interested in this type of work should have good communication, telephone, and computer skills.

¹³ The Conference Board [Help Wanted OnLine](#)TM(HWOL) data series.

Toolbox for Job Seekers

The table below offers tools and resources for California's job seekers to assist in their job search and career exploration needs.

| Toolbox for Job Seekers | |
|--------------------------|--|
| Job Finding Tools | <ul style="list-style-type: none"> ❖ <i>California One-Stop Career Centers</i> provide no-cost tools and resources for job seekers. Most Centers offer: <ul style="list-style-type: none"> • Career specialists to assist job seekers with assessments to identify and match skills to occupations and make career decisions. • No-cost access to phones, fax machines, and the Internet. • Computers for job seekers to browse occupations, explore careers, create and post résumés, and access California's Internet job listing system, CalJOBSSM (www.caljobs.ca.gov), and the National Labor Exchange, US.jobs (us.jobs), to find current job ads. • Job search and résumé-writing workshops. • Community resources and referrals for training and other services. <p>To find the nearest <i>One-Stop Career Center</i>, go to www.servicelocator.org.</p> <ul style="list-style-type: none"> ❖ To search for employers by occupation, go to: www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/EmpGeog.aspx?menuChoice=emp&searchType=Occupation. |
| Career Exploration Tools | <ul style="list-style-type: none"> ❖ <i>California Occupational Guides</i> are long-recognized resources designed to assist individuals in making career decisions. Each <i>Guide</i> includes local and/or statewide information about training, current wages and job prospects, skills requirements, and day-to-day tasks. Available at www.labormarketinfo.edd.ca.gov/occguides. ❖ <i>mySkills myFuture</i> helps laid-off workers and other job seekers explore new occupations, identify occupations with skills and knowledge similar to their current or previous jobs, review matches, learn about local training programs, and apply for jobs. Available at www.myskillsmyfuture.org. ❖ <i>WorkSmart</i> is designed to offer entry-level job seekers and workforce re-entrants "soft" skills and occupational information to assist them in obtaining employment. Available at www.worksmart.ca.gov. ❖ The Military Occupation Code (MOC) to Standard Occupational Classification (SOC) crosswalk helps returning service men and women find civilian occupations that have similar skills requirements. Available at www.onetonline.org/crosswalk/MOC. ❖ <i>My Next Move</i> is an interactive tool for job seekers and students to learn more about their career options. The site has tasks, skills, salary information, and more for over 900 different occupations. Available at www.mynextmove.org. ❖ California Career Resource Network provides resources for individuals interested in developing and exploring career self-management skills necessary in today's world of work. Available at www.californiacareers.info. |
| Training Tools | <ul style="list-style-type: none"> ❖ Training opportunities are available through <i>One-Stop Career Centers</i>. For information on what type of training is needed or where to get training, go to www.edd.ca.gov and select the "Jobs & Training" tab. ❖ Job seekers may access the California Department of Industrial Relations website to search for apprenticeship programs by individual counties and occupations at www.dir.ca.gov/das. |